

REMARKS

This amendment and these remarks are responsive to the Office action dated March 3, 2003. Claims 1-17 are pending in the application. In the Office action, claims 1-5, 7-12 and 14-17 are rejected under 35 U.S.C. § 103(a). Claims 6 and 13 are objected to as being dependent upon a rejected base claim.

Applicants submit the following amendments and remarks in regards to claims 1-5, 7-12 and 14-17. Applicants further have amended claims 6 and 13 to include all the limitation of the base claim and any intervening claims. Applicants have also added new claims 18-28 depending from amended claims 6 and 13. In view of the amendments above, and the remarks below, applicants respectfully request reconsideration of the application under 37 C.F.R. § 1.111 and allowance of the pending claims.

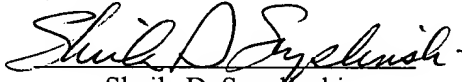
Rejections under 35 USC § 103

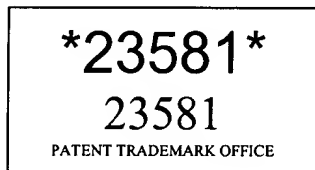
Applicants have amended claims 1-5, 7-12 and 14-17 to clarify what is intended by customer-defined identifying material. Specifically, applicants have amended each of the independent claims to recite “customer-defined identifying material customized according to specifications created by a customer.” The packaged product or protector in Leicht (U.S. Patent No. 5,370,223), as cited by the Examiner, includes a cardholder arranged for “receiving a collectible trading card, such as a trading card having information printed thereon relating to a driver of the vehicle, sandwiched between the sections.” (col. 1, lines 64-65). There is no disclosure, teaching or suggestion within Leicht of customer-defined identifying material that is customized according to specifications created by a customer. Therefore, independent claims 1, 4 and 10 should be allowed. Dependent claims 2-5, 7-9, 11-12 and 14-17 include the limitations of claims 1, 4 and 10 and should be allowable for at least these reasons.

Applicants believe that this application is now in condition for allowance, in view of the above amendments and remarks. Accordingly, applicants respectfully request that the Examiner issue a Notice of Allowability covering the pending claims. If the Examiner has any questions, or if a telephone interview would in any way advance prosecution of the application, please contact the undersigned attorney of record.

CERTIFICATE OF MAILING

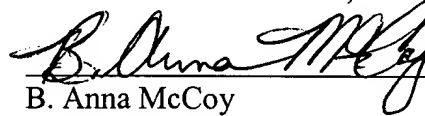
I hereby certify that this correspondence is being deposited with the United States Postal Service as first class mail, postage prepaid, to: Mail Stop FEE AMENDMENT, Commissioner for Patents, P.O. Box 1450, Alexandria, Virginia 22313-1450 on June 3, 2003.


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Respectfully submitted,

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